



October 30, 1995

M.A. YOUNG
Regional Sales Manager

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A. P. Groll
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F. J. Perez
L. T. Wolfe

RE: Philip Morris "Fall Fest" Promotion

Dear Managers:

Last week everyone should have received FSC-168-A, that explained our response to the Philip Morris Year-End Promotions. It's apparent that PM hasn't completely recovered from the "PM product recall" and must promote heavily in November/December to make their share numbers.

The last two months have been nothing less than "hectic" with everyone having more than enough to do. Hopefully, we're now reaching the point that both the Sales Representatives and new Retail Representatives are feeling comfortable with their new accountabilities and assignments.

As we move into the last two months of 1995, it's extremely important to keep the following as a "top priority":

- * Build business in every call worked!
- * Penetrate the marketplace - call count!
- * Work the 3P's!
- * And . . . keep a can-do, positive attitude!

Attached is a copy of the PM "Fall Fest" promotion, as well as a quick reference sheet explaining our reaction program for November/December.

"We work for smokers."

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Good things are beginning to happen throughout the Region, let's keep it moving in this positive trend!

Sincerely,



M. A. Young

MAY/ams

Attachments

cc: L. M. O'Connor
R. J. O'Rourke
J. Guaneri

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